

February 18, 2011

REQUEST FOR PROPOSALS

You are invited to submit a proposal to provide assistance to the San Francisco Bay Restoration Authority to complete a public opinion survey and revenue measure feasibility analysis to determine the public's level of support for bay restoration efforts and to determine which kinds of programs receive the most voter support. We are requesting proposals for these services as more fully described in the Services Required section below. **Electronic proposals are due in our office no later than March 14, 2011 at the close of business, 5:00 P.M.**

The San Francisco Bay Restoration Authority (hereinafter "Authority") was established in August 2008 by the California State Legislature through Assembly Bill 2954 as a regional entity to generate and allocate resources for the protection and enhancement of tidal wetlands and other wildlife habitat in and surrounding the San Francisco Bay (<http://www.sfbayrestore.org/index.html>). The Association of Bay Area Governments (ABAG) and the Authority have overlapping goals regarding marsh restoration along the San Francisco Bay shoreline and ABAG acts as interim managing staff and fiscal agent for the Authority. Therefore, any contract resulting from this solicitation will be negotiated and administered by ABAG. The State Coastal Conservancy is also providing staff for the Authority. The Governing Board of the Authority accepted a grant from the San Francisco Foundation and the Packard Foundation to fund this work. Up to \$67,000 is available for this Phase II Survey.

Background

The Authority is charged with restoring the San Francisco Bay's critical tidal wetlands by generating dedicated funding, and then distributing this funding to eligible organizations for specific projects and programs. The Authority's mission is to formulate a strategy for raising local revenues for project implementation and to leverage Federal and State funding.

The Authority conducted an opinion research survey (August 10-18, 2010) to gain initial guidance on how to structure a local funding measure to raise revenues. Telephone interviews were conducted with 1,202 voters in the nine-county Bay Area likely to cast ballots in November 2012. Geographic quotas were assigned to ensure adequate representation of sub-regions. Results were statistically weighted to reflect the true geographic distribution of Bay Area voters. A summary of Phase I findings are included in Attachment A. The following key findings were determined in the first round of polling:

- Voters continue to view the Bay as an enormously important asset for the region, and central to their quality of life. Most voters at least occasionally visit the Bay for recreation.
- Less than half of voters view the Bay as being in "good" condition, and there has been a slight increase since 2004 in the proportion concerned about its condition.
- These factors likely underlie voters' strong majority support for a ballot measure to finance restoration of the Bay – despite the fact that unemployment and economic issues are voters' top concerns.
- While both a parcel tax and sales tax receive majority support, a parcel tax appears more likely to reach the required two-thirds supermajority threshold. Parcel tax was tested at \$5 intervals between the values of \$5 - \$25, with 2 thirds majority achieved at \$15 and lower.
- Voters place a higher priority on funding the most effective projects to improve the Bay, over funding projects in their specific county.
- The specific length of a sunset provision does not appear critical to the measure's success.

Objectives of Phase II Study

The phase II study should be designed to develop an overall strategy and timeline for moving forward with a parcel tax ballot measure that might meet with voter approval at the two-thirds level. Key items to

be determined in the survey include parcel tax amount, geographic scope, alternatives for portraying what will be funded, and what type of other special provisions should be included (i.e. sunset provision, senior exemption, etc.).

The Phase II effort will provide a public opinion survey designed to:

- (1) Test different versions of a parcel tax ballot measure for wetland restoration, including different dollar amounts per parcel (\$5-\$20), residential versus commercial, single versus multi-family, and possible inclusion of an inflation adjustment.
- (2) Test different content for a parcel tax ballot measure.
- (3) Determine what kind of auditing and accountability language provide the greatest support for a parcel tax (i.e. inclusion of an oversight committee).
- (4) Determine if there is more or less support for a parcel tax if it is accompanied by a project list, or map, or eligibility criteria, or some other means of allocating funds.
- (5) Determine if inclusion of a senior exemption or a sunset clause impacts support for the parcel tax. (Phase I determined that the length of the sunset provision did not make a difference).
- (6) Determine the geographic scope of the measure by comparing support in portions of the counties that are further away from the bay versus portions that are bayside.

Services Required

- (1) Formulate a voter survey and focus group strategy in consultation with the Authority, Polling Subcommittee, and ABAG and State Coastal Conservancy staff.
- (2) Administer survey and any agreed upon focus group strategy.
- (3) Prepare analysis of survey results, including key findings and present to the Polling Subcommittee, the Authority, and Advisory committee (probably in separate meetings).

Proposal Components

- (1) The proposal should provide pricing at various opinion sample sizes and describe the differences those sizes make in terms of precision and the ability to segment the results by geography or any other demographic.
- (2) The proposal may provide pricing for alternative survey instruments, i.e. services additional to the 6 “baseline” items listed above and describe the advantages afforded by these alternatives.
- (3) The proposal should price options for conducting one or more focus groups.

Time Frame

The work should be completed by July 31, 2011.

Compensation

Up to \$67,000 is available for this work. The Contractor must be an independent contractor. No benefits are provided. Contractor is responsible for payment of applicable state and federal taxes. Contractor must provide the necessary equipment to perform required work.

Selection Procedure

Every proposal will be evaluated according to the criteria below.

1) Qualifications and Experience - The Contractor will be evaluated based on the level of experience and background in performance of similar projects. Qualifications should include expertise in the following:

- Public opinion research
- Revenue measure formation services including assessment districts, parcel taxes
- Developing financial feasibility studies

2) Proposal - The Contractor will be evaluated based on the adequacy of the submitted approach to complete the public opinion survey and revenue measure feasibility analysis as outlined in this Request for Proposal.

3) Cost

Additional Requirements:

- Proposals must respond to all the requirements of the RFP, and must include all information specifically required in all sections of the RFP.
- Award of contract may not be made to any Contractor unless an agreement can be secured for all general and special contract provisions.
- Award will not be made to a Contractor whose proposed period of performance is not within a period of time acceptable to the Authority.

Contract Award

Contract award shall be made to the responsible Contractor whose proposal is most advantageous to ABAG and the Authority, evaluation factors, costs, and other factors, considered. Our objective is to obtain the highest qualified contractor to achieve the objectives within a realistic time frame and reasonable cost. Qualifications and experience as a whole are more important than cost.

This RFP does not commit ABAG to award a contract. We reserve the right to reject any or all proposals received in response to this request.

Applications

We invite individuals and organizations to work with us. The contract funded by this RFP is expected to start April 1, 2011.

What to Submit

To provide an objective, fair review of all proposals, the submittals are to include only the following information:

- 1) Transmittal Letter - Normal transmittal letter, covering highlights and unique features of your proposal. Any special terms and conditions of the offer should also be summarized in this portion of the proposal. Letter should include your office address.
Length: **One (1) page maximum.**
- 2) Statement of Work - Provide a definitive proposal to accomplish the requirements as stated in this RFP. This must describe in detail the procedures and methods that will be used to achieve the stated goals of the project, preferably drawing on past experience/ work conducted by the applicant. A proposed timeline and clear delineation of general tasks, products, and expected completion dates must also be included.
Length: **Four (4) pages maximum.**
- 3) Relevant Experiences - Provide a summary of relevant experience over the last 5 years.
Length: **Two (2) page maximum.**
- 4) List of Client References - Provide a list of clients to be used as references for your work, including contact name, address, telephone number, nature of job, length of engagement, amount (e.g. 1 year, \$ 30,000).
Length: **One (1) page maximum.**
- 5) Budget - Must include total funds requested and amount budgeted per task. Provide billing rates for project personnel and any subcontractors, including overhead, other direct or out

of pocket costs should be called out in the budget.

Length: **One (1) page maximum.**

- 6) Examples of Work - Provide one or two examples of comparable survey work that clearly demonstrate your expertise.

We require an electronic copy of your proposal package sent to Karen McDowell at kmcdowell@waterboards.ca.gov. **Proposals are due no later than March 14, 2011 at the close of business, 5:00 P.M.**

Questions may be directed to Karen McDowell at (510) 622-2398.



Support for Funding the Restoration of San Francisco Bay

Key Findings From a Regional Voter Survey
Interviews Conducted August 10-18, 2010

220-2916

Fairbank, Maslin, Maulin, Metz & Associates - FM3
Public Opinion Research & Strategy
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Methodology

- Telephone interviews with 1,202 voters in the nine-county Bay Area likely to cast ballots in November 2012
- Geographic quotas assigned to ensure adequate representation of sub-regions
- Results statistically weighted to reflect the true geographic distribution of Bay Area voters
- Interviews conducted August 10-18, 2010
- Margin of sampling error of +/- 2.8%
- Results tracked from prior research where applicable



Key Findings

- Voters continue to view the Bay as an enormously important asset for the region, and central to their quality of life. Most voters at least occasionally visit the Bay for recreation.
- Less than half of voters view the Bay as being in "good" condition, and there has been a slight increase since 2004 in the proportion concerned about its condition.
- These factors likely underlie voters' strong majority support for a ballot measure to finance restoration of the Bay – despite the fact that unemployment and economic issues are voters' top concerns.
- While both a parcel tax and sales tax receive majority support, a parcel tax appears more likely to reach the required two-thirds supermajority threshold.
- At the same time, the margin of support for such a measure is slim; extensive coalition-building and public education will likely be essential for enhancing a measure's chances of success.



Mood of the Electorate




Perceptions of the region's direction remain mixed.

Do you feel things in the Bay Area are generally going in the right direction or are they off on the wrong track?

■ Right Direction ■ Wrong Track ■ DK/NA

| Year | Right Direction | Wrong Track | DK/NA |
|------|-----------------|-------------|-------|
| 2010 | 41% | 44% | 15% |
| 2006 | 38% | 46% | 16% |

3. Do you feel things in the Bay Area are generally going in the right direction or are they off on the wrong track?

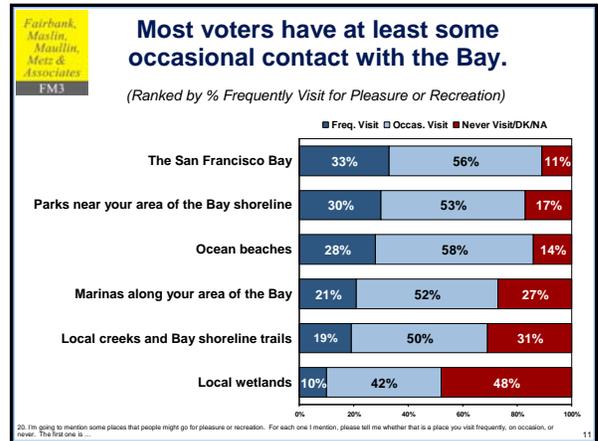
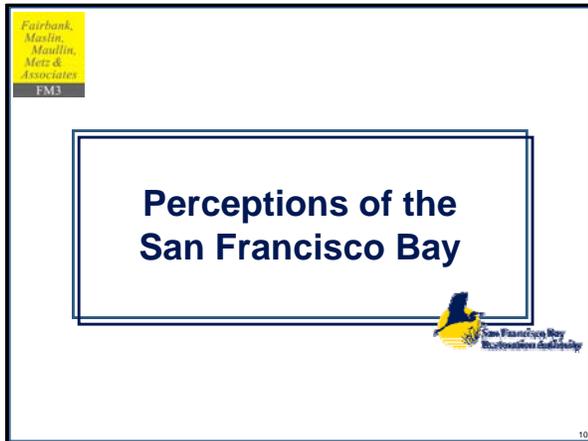
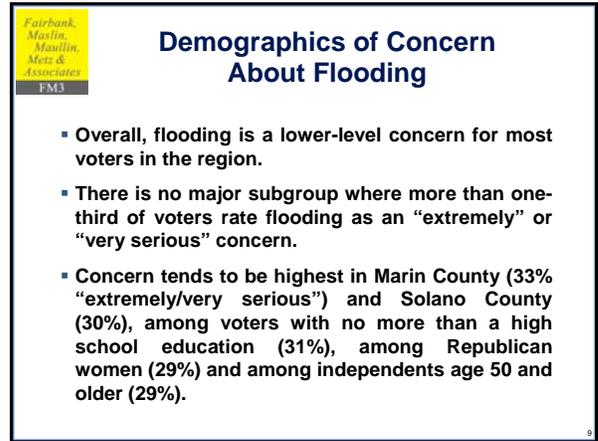
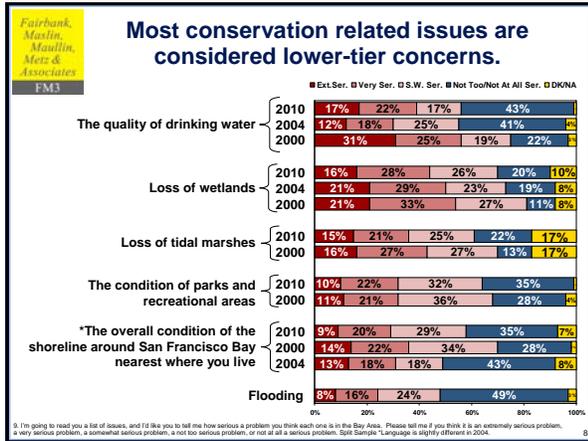
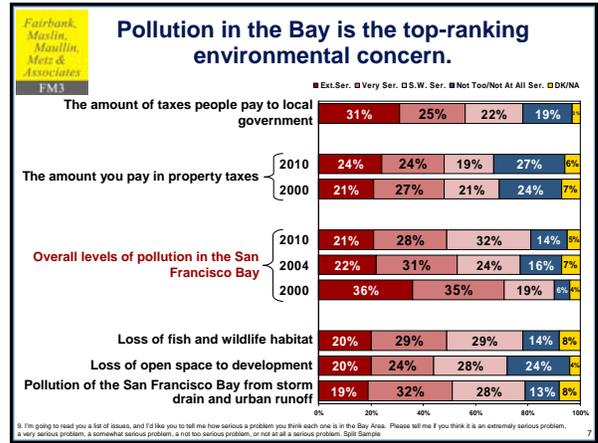
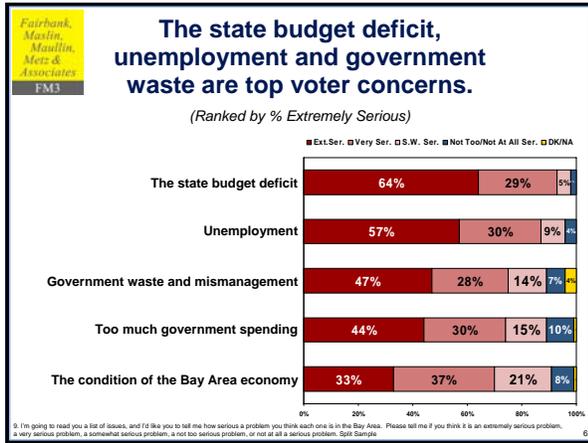


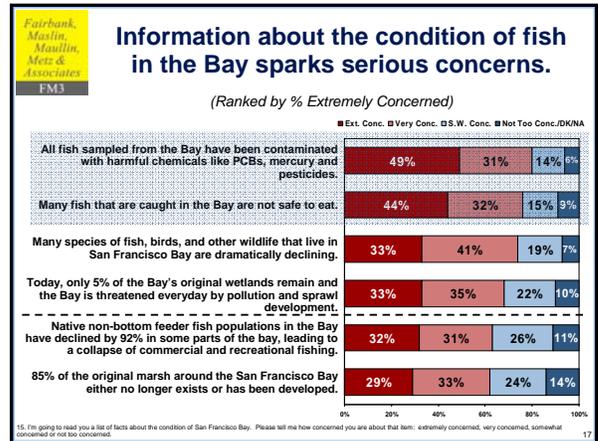
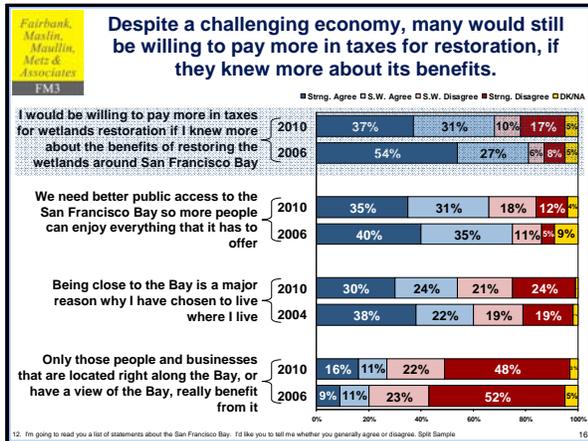
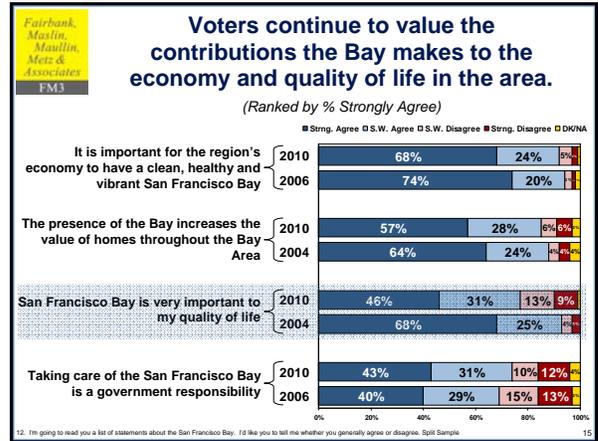
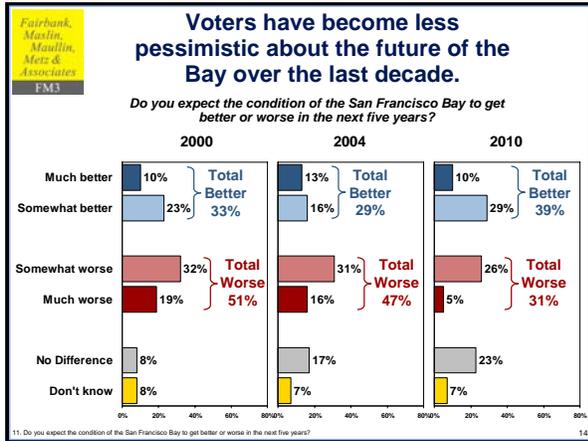
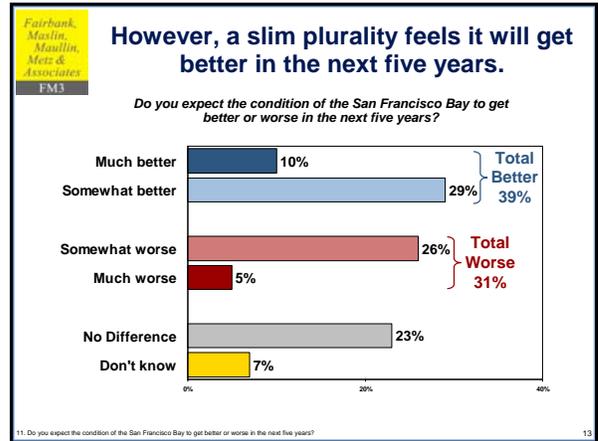
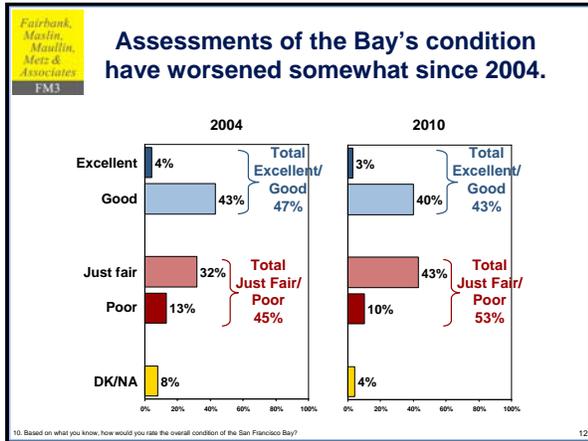
Voters offer largely positive opinions of local public agencies and of Save the Bay.

■ Total Favorable ■ Total Unfavorable ■ NHO/CR

| Entity | Total Favorable | Total Unfavorable | NHO/CR |
|---|-----------------|-------------------|--------|
| Your local mayor | 60% | 19% | 21% |
| The Board of Supervisors in your County | 46% | 24% | 30% |
| Save the Bay | 45% | 9% | 50% |
| The San Francisco Bay Restoration Authority | 27% | 6% | 67% |

4. I'm going to ask you about a few people and organizations active in public life. Please tell me whether you have a favorable or unfavorable opinion of each one. If you have never heard of one, please just say so. (The 1000)





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Demographics of Concern About Fish Contamination

- All major subgroups of the regional electorate rank at least one issue related to the contamination of fish among their top two concerns.
- The only partisan differences on the issue are ones of degree: at least three out of four Democrats and independents say they are “very concerned” about both items related to contamination of fish; among Republicans, the figure is three out of five.
- There are only minor differences in concern along lines of age, gender, ethnicity, education, homeownership, and geography.
- Those who use the Bay at least occasionally for recreation are somewhat more concerned than those who never do.

18

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Support for a Potential Bay Restoration Finance Measure



19

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Question Methodology

- All voters were asked about two potential funding mechanisms:
 - A \$25 parcel tax measure
 - A ¼ cent sales tax measure
- Half the sample was asked about the parcel tax first
- The other half was asked about the sales tax measure first
- All voters were asked about a benefit assessment structure as an immediate follow-up to the parcel tax question

20

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Ballot Language Tested

The San Francisco Bay Water Quality and Wildlife Habitat Restoration Measure.

To improve water quality in the San Francisco Bay, protect endangered wildlife, increase flood protection for Bay Area communities, restore shoreline, wetlands, marshes and related habitat and expand parks and public access to the Bay, shall a \$25 annual parcel tax be levied on property owners for

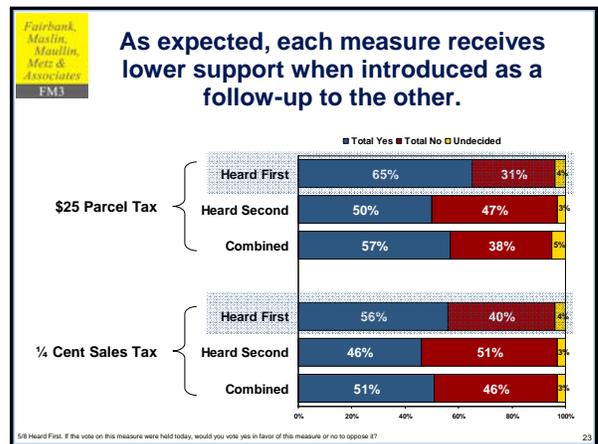
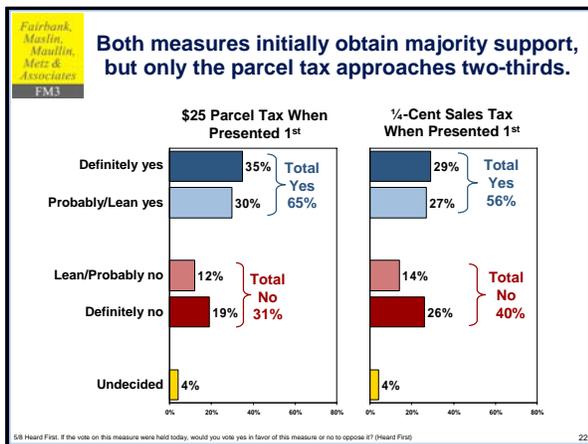
The San Francisco Bay Water Quality and Wildlife Habitat Restoration Measure.

To improve water quality in the San Francisco Bay, protect endangered fish and wildlife, increase flood protection for Bay Area communities, restore shoreline, wetlands, marshes and related habitat and expand parks and public access to the Bay, shall the County sales tax be increased by ¼ cent for

(Half Sample)
10 years, with senior exemptions, annual independent audits and citizen oversight of all expenditures?

(Half Sample)
20 years, with senior exemptions, annual independent audits and citizen oversight of all expenditures?

21



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Message From Supporters

Supporters of the measure say the San Francisco Bay is an important part of the natural beauty and unique quality of life we enjoy in the bay area. They say that if we do not act now to protect the bay, our children and grandchildren will not be able to enjoy recreational opportunities and the bay's natural beauty like we do today. Supporters point out that this measure will help restore wetlands and other natural habitat that help filter toxins and prevent shoreline erosion, keeping our water clean and helping to prevent floods.

Restoring these wetlands has the added benefit of protecting dozens of species of plants, animals, birds and fish. This measure will also bring in state and federal matching funds to the Bay Area that would otherwise go to other communities and projects.

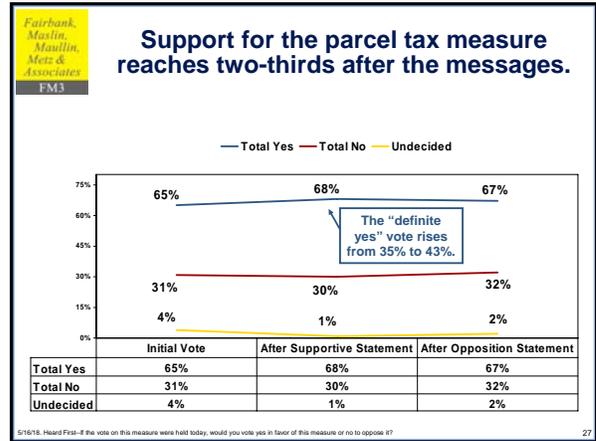
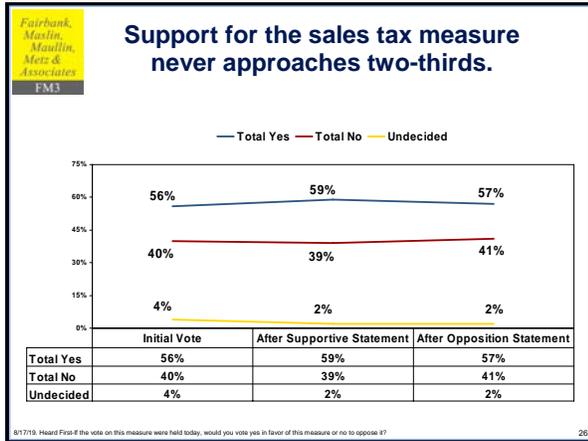
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Message From Opponents

Opponents of a tax measure to restore the San Francisco Bay say that with the economy still in deep recession we simply cannot afford any increase in taxes to improve the bay. They also say that overall, the bay is in fairly good condition and additional restoration is more of a luxury. At a time when vital services are being cut and we are facing massive state and local budget deficits, there are more important priorities for our tax dollars than the bay – including schools, public safety and roads. They say government cannot be trusted to manage any additional tax dollars, and any funds from this measure would simply be mismanaged and wasted.

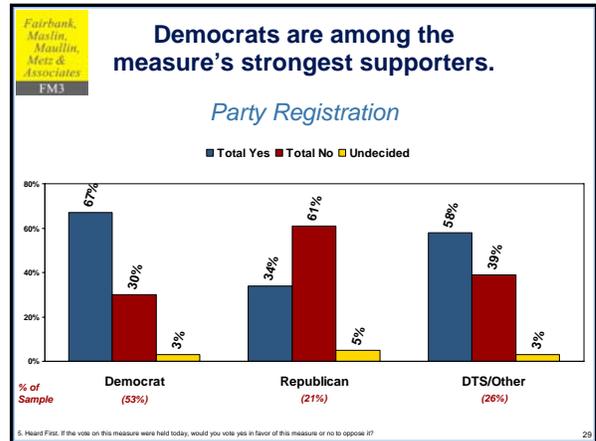
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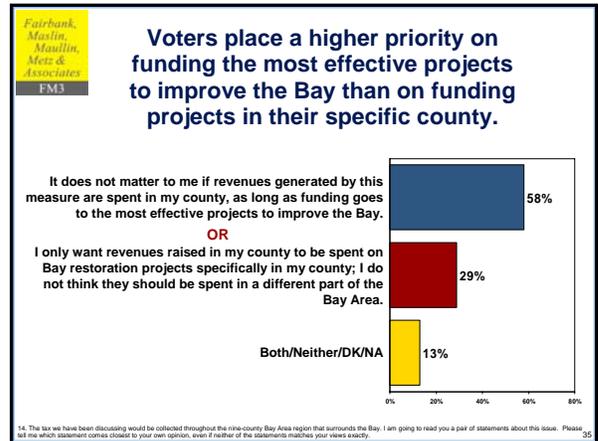
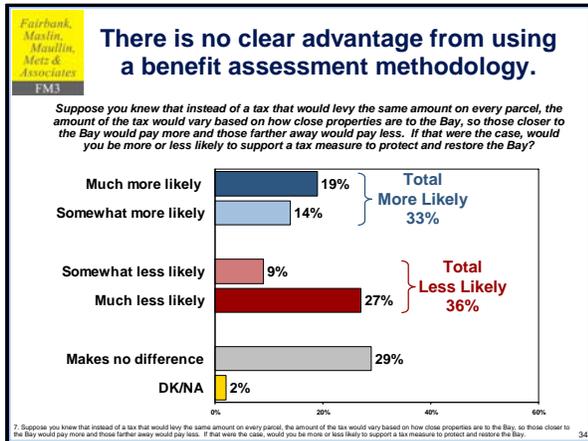
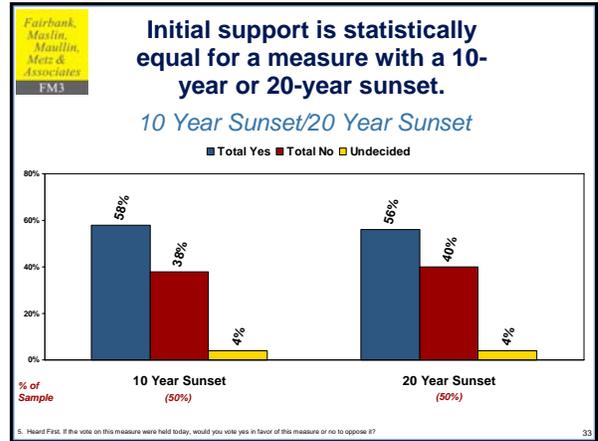
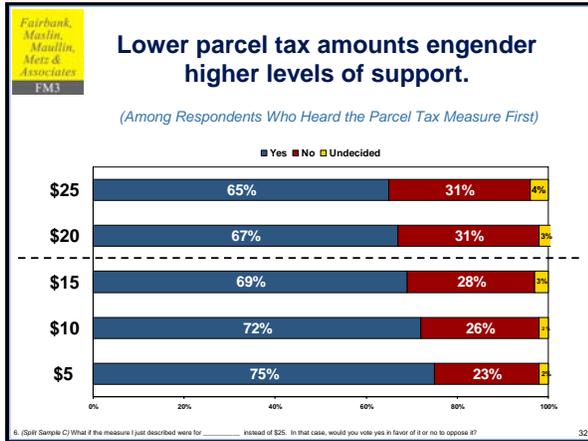
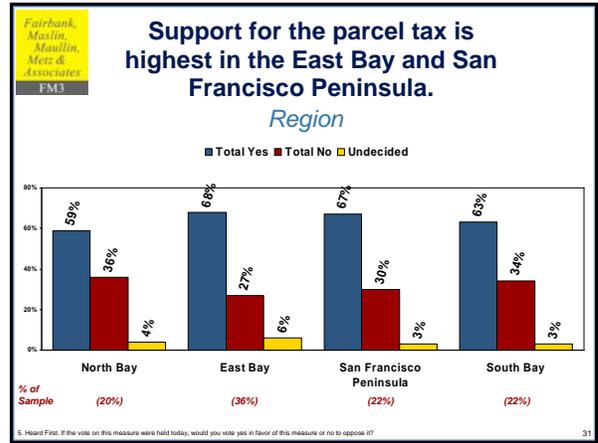
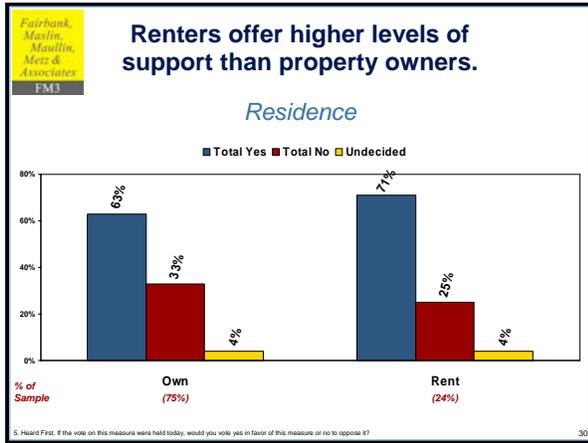


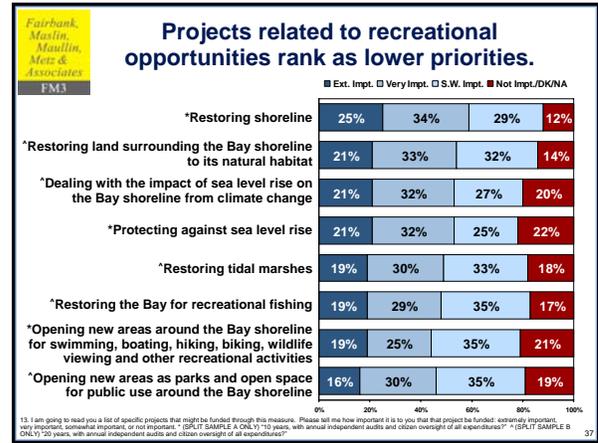
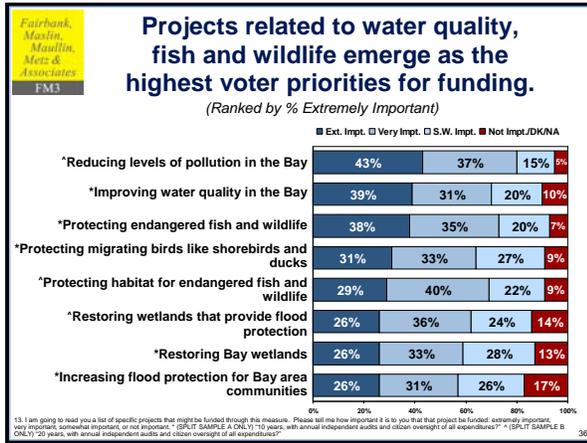
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Patterns of Support for a Potential Parcel Tax

28







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Conclusions

- Voters continue to place enormous value on the Bay, but are highly concerned about the condition of the economy.
- While a regional sales tax does not appear likely to reach two-thirds supermajority support at this time, a parcel tax has the potential to do so under the following conditions:
 - ✓ Keep the per-household cost under \$25;
 - ✓ Target a high turnout election like November 2012;
 - ✓ Detail specific benefits for water quality and wildlife;
 - ✓ Prepare for the ballot measure with a strong program of public education.
- It does not appear necessary to structure the measure to keep funding in the county where it is raised, or to structure it as a benefit assessment.
- The specific length of a sunset provision does not appear critical to the measure's success.
- The current survey is encouraging, but is a snapshot in time – changing economic, political, and environmental factors must be carefully monitored.

38